



Fundamentals of Google Analytics for Small Business Owners

Presented by the Small Business Center, College of the Albemarle



Speakers: Martin Brossman and Greg Hyer

Do you know how your web advertising and social media is working? If you don't have information about who, how and why people are coming to your website then you are not tracking how your ads and social media activity are actually doing. Every business owner should know the basics of Google Analytics from their website even if they don't manage their own ads and social media.

Google Analytics is free and shows how and why people find your website. This is key for attracting more of the right customers.

The class covers how to use Google Analytics to know:

- How many people visit my website
- What country/area my website visitors are coming from
- Who is sending traffic to my website
- How to drive more traffic to my website
- Which pages on my website are the most popular
- What type of web and social media content do I need to create to get more customers

About Martin Brossman

Martin Brossman is a leading authority on social media and online marketing. He is a business coach, consultant and a dynamic trainer known for his insight and humor. A member of the National Speakers Bureau, Martin is a popular speaker on social media topics. He teaches at North Carolina community college Small Business Centers throughout the state.



Google Analytics

Learn. . .

What are the key things you need to pay attention to with Google Analytics and what you need to do with this knowledge to get more business.

When. . .

Friday, February 2, 2018
9:00am - 12:00pm

Where. . .

Comfort Inn North
Kill Devil Hills, NC

Register. . .

Go to: <https://www.ncsbc.net/workshop.aspx?ekey=150370103>

Cost. . .

\$25 Chamber Members
\$35 Non-Members
Register online, Pay at the Chamber, call 252.441.8144

